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Notes from the Washington State Department of Health, Tobacco Prevention and Control Program What's new on the tobacco front?

Regional contractor meetings earn favorable reviews

Thanks to all of you who participated in the regional tobacco contractor meetings held September 18, 19 and 20. 110 people attended the meetings, which were held at seven Educational Service District sites. In an effort to reduce travel time for attendees and to compact the meeting schedule for TPCP staff, we took advantage of the ESD teleconferencing network to make presentations to several meetings at once from the Department of Information Services' interactive technology center in Lacey. The use of teleconferencing to present the regional meetings was a first for our program, and the feedback we received from you about the use of teleconferencing was largely favorable. Although, many missed the face-to-face interaction with TPCP staff provided by live meetings, almost all agreed that the elimination of travel time and expense more than made up for it. Some contractors commented that the availability of a nearby teleconference site allowed them to send more staff than they might have sent otherwise.

Contractors also valued the afternoon sessions dedicated to regional networking and idea sharing. Several attendees commented that the chance to hear what others were doing and to brainstorm ideas for handling common problems was the most valuable part of the day.

The morning staff presentations covered a lot of information fairly quickly. Because several contractors requested copies of the PowerPoint outlines for the presentations, staff e-mailed them to contractors shortly after the meeting. If you have not received copies and would like to have them, contact your contract manager. Here are some of the written comments contractors submitted about each discussion along with an update on each presentation topic.

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Program Advisory Committee: Meeting attendees generally supported the TPCP's plan to create an advisory committee to help facilitate program implementation. Meeting attendees generally approved of the committee idea as an additional opportunity for local groups to provide input to the statewide tobacco control program.

Update: We have e-mailed applications for committee membership to all contractors and have received a number of applications. The deadline for submitting applications is October 19. Membership should be determined by November 2. The committee will meet for the first time in early December.

Questions: Terry.Reid@doh.wa.gov

Public Awareness and Education: The most common comments from contractors were: "We will miss Lisa LaFond," "We appreciate receiving the newsletter," and "Please, give us more information about the media campaign and related topics." Many contractors liked the plan to make *Unfiltered* and its host Piggy Thomas available to schools for special events, but several were concerned that they heard about this opportunity after community contracts with the TPCP had been finalized making it difficult to fit *Unfiltered* showings into their local plans.

Update: The Unfiltered Roadshow will begin touring with a swing through eastern Washington. Its first appearance of the tour is scheduled for Mattawa on November 5. Nine eastern Washington appearances have been scheduled as of this date. Sarah Canwell at MWW Savitt is scheduling appearances in locations around the state. You can contact her to schedule a Roadshow date by e-mailing scanwell@mww.com

Questions: Terry.Reid@doh.wa.gov

Adult and Youth Quit Lines, Resource Center: Overall, contractors were enthused about plans to begin operating a youth telephone Quit Line in April 2002. The plan to establish a Resource Center to provide training and other services to health care providers and contractors also drew support.

Update: The Request for Proposals for the Resource Center has been published and distributed. More information about which services will be available to you will be forthcoming as the contract is developed. Work on the scientific design of a clinical trial to examine the efficiency of the youth quit line is progressing. DOH is seeking contractor input about the process of designing and implementing effective strategies for marketing the adult quit line to health care providers. DOH is also looking for assistance with development of marketing strategies for the youth quit line.

Questions: Karen.Krueger@doh.wa.gov

Assessment and Evaluation: Many contractors praised the usefulness of the CATALYST reporting system and the helpfulness of CATALYST staff. Some expressed concern over the time required to enter CATALYST data

Update: After a virus related absence, CATALYST is back online and Phase II development has resumed. Shanae is completing the contractor satisfaction survey by telephone. Contractors are beginning to get more comfortable with monthly reporting although they continue to keep Shanae busy answering questions.

Questions: Julia.Dilley@doh.wa.gov, or Stacy Scheel: tobaccoprev@aol.com, or Shanae.Williams@doh.wa.gov

American Legacy Foundation Youth Grant: Again the overall response was positive. Several contractors were encouraged to see cooperation between the American Cancer Society, the American Lung Association, the University of Washington and the TPCP.

Update: Contract managers have sent out requests for youth group contact information. Please make sure completed forms are returned soon. Additionally, we are now recruiting youth volunteers to complete the American Legacy youth activism survey. The survey will be administered during the first two weeks of November.

Questions: Julie.Pyatt@doh.wa.gov

Winter regional and statewide contractor meetings scheduled

The next round of regional meetings is scheduled for February 12, 13 and 14 in 2002. The meetings will again make use of videoconferencing and allow time for regional sharing. The yearly statewide contractor's meeting will offer a chance for contractors and TPCP staff to get together in one place. The statewide meeting will be held in Seatac on March 27 and 28.

Prevention Summit will be held as scheduled

The annual Substance Abuse Prevention Summit will be held as scheduled on October 25-27 at the Yakima Convention Center. DOH and Washington State's Division of Alcohol and Substance Abuse (DASA) are proud to sponsor former U.S. Surgeon General, Dr. Joycelyn Elders, as the keynote speaker on Friday morning, October 26th. Dr. Elders will also host a town meeting for youth on issues of substance abuse prevention and teen health. Other speakers delivering keynote addresses at the summit include Judge Ted Poe of Houston, TX and Dr. Don Shifrin of Health Kids magazine. The summit will feature interactive and innovative workshops for youth and adults covering a wide variety of tobacco and other substance abuse/teen health issues. We encourage you to register for, and attend, the summit. For more information and to get registration materials, call toll free at 877-301-4557.

Cross Cultural Workgroup on Tobacco needs additional members

The Tobacco Prevention and Control Program (TPCP) continued working with its Cross Cultural Workgroup on Tobacco (CCWT) throughout the summer. Current membership includes only members representing racial and ethnic populations. By its next meeting, November 15, the CCWT hopes to add members to represent additional perspectives, including but not limited to communities of faith, rural communities, low income and education populations, and urban Indians.

For further information, contact Dave Harrelson at 360.236.3685 or email

David.Harrelson@doh.wa.gov

Planning process to identify and address disparities begins

The DOH will soon sign contracts with the Cross Cultural Health Care Program (CCHCP) and the University of Washington to help the TPCP complete the CDC-funded planning process to address disparities in Washington State. The CCHCP will:

- Prepare for and facilitate meetings of the Cross Cultural Workgroup on Tobacco,
- Research "best" and/or "promising practices" that might be implemented in underserved communities,
- Interview members of underserved communities to assess their readiness to address tobacco prevention, and

- Evaluate the 9-month planning process as it progresses.

The University of Washington will:

- Help research best and promising practices,
- Help the CCHCP design and develop methods and tools for completing its assessment and evaluation work, and
- Consult with the TPCP's Julia Dilley to develop and implement a state assessment and evaluation plan for underserved and over-targeted communities.

The goal of the CDC project is to identify ways the TCPC and its community contractor's might better identify and address the disparities among five underserved and over-targeted populations. The project will result in three documents: (a) a long-term strategic plan, (b) a 2-year implementation plan, and (c) a plan for marketing both. We plan to update tribal and ESD contractors on this project at the statewide contractors' meeting in March.

For further information, contact Dave Harrelson at 360.236.3685 or email

David.Harrelson@doh.wa.gov

Clearinghouse news

At the regional meetings participants were given a ruler and the Poster Child poster as part of the clearinghouse package. Those were extra items that we had at DOH and instead of keeping them here, we wanted them out in the field. Unfortunately, we do not have any additional rulers or posters. We may have the poster in the clearinghouse in the future, and when that happens we will let you know through the newsletter.

If you have items that are back ordered please reorder them now. If you have any questions feel free to contact Carla Huyck at carla.huyck@doh.wa.gov

American Legacy Foundation's "Great Start" campaign launch rescheduled

The launch of the Great Start campaign originally scheduled for September 25 has now been rescheduled for Tuesday, December 4, 2001. Great Start is Legacy's effort to encourage pregnant women to quit smoking. It consists of television advertising that will run nationwide beginning on December 4 and cessation services through a national Quit Line. Callers who phone the Legacy's national quit line will be transferred to Washington's Quit line services. DOH also has plans to communicate with pregnant smokers. Building on the success of a recent pilot project, DOH will teach smoking intervention techniques to 800 Maternity Support Services staff whose clients include the 66 percent of all pregnant smoking women who receive Medicaid.

U.S. Department of Health and Human Services releases teen smoking results

Results from the 2000 National Household Survey on Drug Abuse released by the U.S. Department of Health and Human Services (USDHSS) last week showed a decline in illicit drug and cigarette use among teenagers.

The survey showed that current cigarette use declined between 1999 and 2000 among youth ages 12 to 17 (from 14.9 percent to 13.4 percent) and young adults ages 18 to 25 (from 39.7 percent to 38.3 percent). These percentages are similar to modest declines in current smoking by Washington teenagers reflected in the Washington State Survey of Adolescent Health Behaviors. For the full USDHHS release go to <http://www.hhs.gov/news/press/2001pres/20011004a.html>

CDC reports modest decline in adult smoking

A study in the October 12, 2001, issue of the Centers for Disease Control and Prevention's (CDC) *Morbidity and Mortality Weekly Report (MMWR)* shows that adult smoking rates fell from 25 percent in 1993 to 23.5 percent in 1999. You can read highlights of the study at: http://www.cdc.gov/tobacco/research_data/adults_prev/mm5040_highlights.htm

Second-hand smoke tied to asthma in adults

Exposure to second-hand smoke in the workplace doubles a non-smoker's risk of developing asthma, according to a new study. For non-smokers who also live with a smoker, the risk of developing the breathing disorder jumps almost fivefold, Finnish researchers have found. While it has been established that children exposed to second-hand smoke are far more likely to develop asthma, there was still controversy about adults. You can read the full story at:

<http://www.globeandmail.com/> From the Globe and Mail front page, type "September and asthma" in the search box to arrive at the story.

Questions, comments submissions

If you are planning a training or event in your area that you would like to make known to the state tobacco prevention community, you are welcome to submit an announcement to this newsletter. Comments on the newsletter are always welcome. Send your announcement or comments to larry.champine@doh.wa.gov or call 360.235.3614.